

**To:** Civian, Frederick (DEP)[Frederick.Civian@MassMail.State.MA.US];  
douglas.fine@state.ma.us[douglas.fine@state.ma.us]  
**Cc:** Moraff, Kenneth[Moraff.Ken@epa.gov]; Murphy, Thelma (Hamilton)[murphy.thelma@epa.gov];  
Leiby, Anne[Leiby.Anne@epa.gov]  
**From:** McGuire, Karen  
**Sent:** Fri 12/30/2016 10:43:41 PM  
**Subject:** RE: ACTION - I need to launch MS4 outreach web page

Fred,

It's fine with us if you launch the MassDEP site more broadly. And we are happy to provide support you need in making any edits. Two suggestions and one request:

- 1) You may want to indicate in any announcement of the launch that your intent is to add more materials that are customizable and invite communities, the stormwater coalitions and watershed groups to submit materials they think would be good additions to the site.
- 2) At the meeting with MMA, a suggestion was made to explain that educational messages may be printed materials such as brochures, pamphlets and newsletters, but also can be electronic materials such as websites; newspaper articles; PSAs; targeted workshops; or displays in public places. You could add a sentence along these lines to the site and/or we can explain the public education and outreach requirements in an upcoming newsletter.
- 3) Two of the EPA documents on the site have a line indicating a community can add identifying information directly to the EPA publication. We would appreciate if you could remove that text from the documents. Following up on our conversation last week, if you have questions about how MassDEP or MS4s can use the content of the EPA docs, please give me a call.

Happy New Year and talk with you next week.

Karen

617-918-1711

**From:** Civian, Frederick (DEP) [mailto:Frederick.Civian@MassMail.State.MA.US]  
**Sent:** Thursday, December 29, 2016 10:46 AM

**To:** douglas.fine@state.ma.us; McGuire, Karen <Mcguire.Karen@epa.gov>  
**Subject:** ACTION - I need to launch MS4 outreach web page

Folks –

I'm getting increasingly specific requests now from the statewide SW coalition and general requests from others about the MS4 public education documents outreach page . . .

Based on the MMA meeting we had last week I think we are ready to go with a “wide launch”, with a few minor changes . . .

Since the site is not static, we can make minor changes after the “wide launch” . . .

I'm, asking for two things here:

- 1- your OK to “wide launch” starting Jan 5 (the date of the statewide SW Coalition meeting)
- 2- Fast track the minor EPA/DEP changes so that they are done in the next two weeks

Thanks!!!!

Fred

-----  
*Frederick Civian*

*MassDEP Stormwater Coordinator*

617-292-5821

<http://www.mass.gov/eea/agencies/massdep/water/wastewater/stormwater.html>

